

Tourism Economics I

Syllabus Number

MAN-201

Compulsory Elective
2 credit

NOGUCHI, Yohei

1. Course Description

This lecture provides an overview of various business activities that contribute to tourism supply, based on the framework and theory of business administration. For this purpose, we will examine the location of problems in tourism management, the relationship between causes and effects of problems, measures to solve problems, and business creation that contributes to the further promotion of tourism through theory and case analysis. This course is divided into two parts, the first and second semesters, with the first semester focusing on "Basic Theory of Tourism Management" and the second semester on "Understanding Tourism Business Management and Environment". In addition, practitioners in the field of tourism may be invited as external lecturers to give lectures.